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www.barracksrow.org



Miss Ophelia and Burnie Williams.

The Decades of Chat's Liquors

By Stuart Zehner

As one of the oldest stores on Barracks Row, Chat's Liquors has been providing high quality wine, beer, and spirits since the late 1920s. Originally opened by the Chatman family shortly after Prohibition ended, Chat's Liquors remained in business for nearly 40 years before the store closed in the late 1960s following the Martin Luther King riots. The business sat empty for several years until Bernette Williams arrived in DC from North Carolina in the 1970s. Having a background in business, he decided to purchase the building and reopen the business in 1978; Chat's Liquors has been owned and operated by the Williams family ever since. Several years later, Bernette's wife, Ophelia, opened Ophelia's Florist next door.

Sadly, Bernette passed away on July 1, 1999. Bernette's son, Burnie, then a senior

majoring in business at Temple University, decided that he would take over the operation and continue to run the family business along with his sister Opal. Chat's has always been, and continues to be, a family affair.

"There are so many loyal customers who remember me from when I was a little kid," says Burnie on why he decided to take over the store and keep the business operating after his father passed away. "There has always been a customer service approach to our business. This is a store where everyone is welcome, and everyone is treated as a friend."

Burnie saw that the changes in the neighborhood and the growth potential in wine would allow his business to expand. Chat's Liquors began selling a wide variety of wines from all over the world. He even began holding wine tastings four years ago. "I enjoy having the ability to educate and create an atmosphere where the customer feels comfortable enough to ask questions," says Burnie. "Wine tastings are now a regular part of our neighbors' weekend ritual, along with Second Saturday and shopping at Eastern Market."

You can usually find Burnie at the store on Friday and Saturday afternoons hosting wine tastings for anybody who stops by the store. The wine tastings have proven to be highly successful, and wines now make up the majority of sales at Chat's.

Visit Chat's Liquor at 503 8th Street, SE or call (202)544-4660 for the next wine tasting.

Santa Arrived on Barracks Row

Once again, St. Nicholas dropped by 8th Street on November 30th from 4:00-7:00 p.m. to kick off the holiday shopping season. Free photos were taken of over 150 children, pets, Marines, and anyone willing to sit on Santa's lap for a moment. Special thanks go to Antonio Ottero for dressing in red and Lisa Delplace and her staff at Oehme van Sweden for creating Santa's Workshop.





Recognizing the Neighborhoods

By Steve Moore, Executive Director of the Washington DC Economic Partnership
During the past 6 years, the District of Columbia has experienced a new breed of neighborhood revitalization – one that goes beyond the construction of new buildings. Community activists and business leaders have worked together to preserve, influence, and shape the character of their neighborhoods. Across the city, a vibrant spirit is emerging that may be seen and felt in the unique local retail stores, thriving cafes and restaurants, and vibrant street life.

This creative spirit, palpable and growing, may be the most valuable rising economic asset in the city. It is the evolution of a sense of place in society, and perhaps the basis for an emerging brand for the District of Columbia that has the potential to lead and sustain economic growth for the foreseeable future.

The Washington DC Economic Partnership Annual Meeting and DC Development Showcase featured a Recognition Ceremony to honor the vision, progress, and innovation demonstrated by the individuals and institutions of three District of Columbia neighborhoods: the 14th & U Street corridor, Barracks Row, and the Chinatown and Penn Quarter area.

A panel of District-based leaders representing business, not-for-profit enterprises, and community-based groups

selected candidates for recognition. The panel initially identified neighborhoods that have successfully addressed the challenges of retaining their historical context and inherent character while welcoming and incorporating new development, retail stores, and residents. Following the selection of neighborhoods, the panel nominated those persons and establishments that have demonstrated vision, stood as a legacy, exhibited a pioneering spirit, or acted as an agent for change in their respective neighborhoods. All of the nominees were recognized as having embraced the changes that have served to revitalize and transform their neighborhoods and the District of Columbia.

The Washington DC Economic Partnership proudly acknowledged the role of community in economic development. The life of a city is the sum total of its history, culture, architecture, accomplishments, and especially its people. Nowhere is this more evident than through the contribution by individuals and institutions working together to preserve the past and strengthen the future of neighborhoods across the District of Columbia.

Barracks Row Award Recipients:

Visionary: George Didden (Treasurer and Co-Chair, BRMS) and Linda Parke Gallagher (President and Co-Chair, BRMS)

Legacy: Trattoria Alberto, Chat's Liquor, Innervision, and Marine Barracks Washington

Pioneer: Banana Café, Alvear Studio, Capitol Hill Bikes, and Frame of Mine

Change Agents: Jill Dowling (former BRMS executive director) and Ken Laden (DDOT)

The mission of Barracks Row Main Street is to revitalize 8th Street SE reconnecting Capitol Hill to the Anacostia waterfront and benefiting the local community.

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Shovel Your Snow

By law, building and business owners must shovel the entire sidewalk in front of their building within two hours after the end of snowfall. The City may issue fines until all the snow is removed. Have shovels ready, and train your staff so they know the law. And if you plan to use a de-icer, be sure it is kind to pets and trees. Old fashioned rock salt hurts pets' paws and is damaging to the environment as it makes its way into the sewers and ultimately Anacostia River.

Dunkin' Donuts Opens

Capitol Coffee, LLC and Central Baking Company, Inc. opened Dunkin' Donuts on August 23rd on Barracks Row. The restaurant is the latest in a series of private investments in Southeast Washington, illustrating a growing confidence in the revitalization of this historic neighborhood. The new store employs over 30 full- and part-time workers, 90% of which are District residents.

The Dunkin' Donuts will leverage the brand recognition and customer loyalty already associated with Dunkin' Donuts and will feature a variety of lunchtime offerings that deliver on the brand's longstanding commitment to serving fresh food quickly and at an affordable price. All items on the menu will be made to order with quality meats and cheeses, unique sauces and spreads, fresh produce, and a variety of breads. Some of the items featured include soups, salads, and toasted sandwiches.

The new restaurant joins 25 others on Barracks

Row and 74 Dunkin' Donuts in the Washington DC metro area.

For more information about Dunkin' Donuts, stop by 801 Pennsylvania Ave, SE; call (202)543-3923; or email at penn@centralbaking.com.



Ray Pirzadeh is the new manager of Dunkin' Donuts.

"Best Us of Snowflakes" Window Winners

Once again, the Design Committee spearheaded a holiday window contest to foster more and better window decorations for the holidays. This year's theme was "snowflakes," and the winners are Chateau-Animaux for best retail window; Marty's for best restaurant window; Community Credit Union for best service window; and Progressive Habilitative Services for best office window. Honorable mentions go to GroovyDC, Old Siam, and Washington Dental Health Care.

John Boyle: Community Leader

By Stuart Zehner

Restaurateur John Boyle opened his third restaurant in Washington, D.C., Harriet's Family Cafe, in the Hotel Harrington at Penn Quarter. Harriet's opened this October offering the same smoke-free atmosphere and classic American food already popular at his other restaurant, Marty's, on Barracks Row. Boyle also owns Harry's Pub, a bar and restaurant also located within the Hotel Harrington.

John Boyle is a financial supporter of Barracks Row Main Street, and he gives back to the community by hosting events, such as book signings, fundraisers, and political campaigns at Marty's. Tommy Wells, the elected Councilman for Ward 6, held many of his campaign events at Marty's because John Boyle is so accommodating.

"I selected Marty's for my campaign events because it represents what is terrific about our community. It is usually full of diverse neighbors," says Wells. "John Boyle has shown a commitment to our community life, and he regularly expresses genuine appreciation for us, his friends and customers."

Boyle hopes this formula will also bring

success to the new Harriet's Family Café, which is bigger than Marty's, smoke-free, and without a bar.

"John is a generous and savvy business owner, yet very modest," says Bill McLeod, Executive Director of Barracks Row Main Street. "He deserves a medal for all that he does for the community, and I wish all business owners were like him."

You can visit Harriet's Family Café and Harry's Pub at the Hotel Harrington located at 436 11th Street, NW or visit Marty's on Barracks Row at 527 8th Street, SE.



John Boyle now operates three successful restaurants.

BRMS Chosen for *Catalogue for Philanthropy*

By Barbara Harman, Executive Director of the Harman Family Foundation

Barracks Row Main Street has been selected as a featured charity in the 2006-07 *Catalogue for Philanthropy*. Supported by local foundations as a service to the community (Harman, Meyer, Cafritz, Fannie Mae, Freddie Mac, Marriott, and Fowler), the *Catalogue* profiles environmental, cultural, educational, human services, as well as international organizations. Approximately 75 new nonprofits are chosen each year by a review committee of 50 experienced grant makers and members of local nonprofit organizations. Each *Catalogue* also includes the prior year's charitable organizations.

"Charities were selected for excellence, innovation, and cost-effectiveness – and for what they can teach us about the extraordinary ways that philanthropy works," according to Barbara Harman,

Executive Director of the Harman Family Foundation. "These are certainly among the best small charities in the Washington, DC, region."

After a 2004 inaugural year in the District of Columbia, the *Catalogue* expanded to the Greater Washington region – adding nonprofits in Northern Virginia and nearby Maryland. Thirty thousand individuals and hundreds of foundations received copies of the *Catalogue* in mid-November.

"The *Catalogue* is designed to be a showcase for DC philanthropy and an inviting way for individuals and families to participate in charitable giving," said Harman. "Because the *Catalogue* is fully paid for by its philanthropic partners, 100% of every donation goes to designated nonprofits."

For further information please contact the Catalogue of Philanthropy office: phone (202) 549-6369; email bharman@catalogueforphilanthropy.org.

Flower Baskets Planted for Winter

Have you noticed the pink petunias are gone from the hanging flower baskets? Washington Landscapes has replaced the summer flowers with hardy winter kale to provide some purple color during the dormant season. Thanks to David Sheldon and our other flower basket donors, we are able to maintain the flower baskets all year round.

New Zanadoo Dog Treat

Chateau-Animaux has released another flavor in its all-natural Zanadoo dog treat line – blueberry. Like all its Zanadoo dog treats, the heart-shaped gourmet biscuits are made of human-grade ingredients and contain no wheat, corn, or soy often associated with allergies in dogs.

"Blueberries are full of antioxidants," notes Chateau-Animaux owner Dennis Bourgault. "We try to focus our biscuits on really nutritious ingredients and in flavors dogs love."

The biscuits come attractively packaged in 14 oz. re-sealable blue pin-striped bags. Other available flavors include apple, cheese, ginger, Italian oregano, peanut butter, and a variety pack.

In connection with releasing the new blueberry flavor, the company has introduced all new packaging and labels, now written in both French and English – in keeping with its French theme – and has launched a new product website. The site, www.chateau-animaux-biscuits.com, has complete product information, including ingredients

and guaranteed analysis, links to retailers, and wholesale information.

Drop by Chateau-Animaux for a sample at 524 8th Street, SE.



Dennis is busy packaging his new treats.

O'Neil Honored at Cap. Hill Sporting Goods

The D.C. Lottery honored the Negro League's Buck O'Neil on his 95th birthday on November 13, 2006, at Capitol Hill Sporting Goods. O'Neil, who passed away on October 6th, was a charismatic Negro League all-star. He joined the D.C. Lottery for the unveiling of the Negro League's instant scratch tickets at Union Station on February 23, 2005. Along with the Kansas City Monarchs, where O'Neil played and managed, the Homestead Grays, New York Black Yankees, and Indianapolis Clowns were featured on the commemorative lottery tickets.

"Buck O'Neil was the first black coach in Minor League Baseball and the oldest Negro League player alive until recently," says Rodney Smith, owner of Capitol Hill Sporting Goods. "His passing was a sad day in sports history, but we remembered him on his birthday through this event."

To recognize his partnership with the D.C. Lottery, as well as his impact on Negro League baseball, the agency gave away Kansas City

Monarchs Negro League jerseys and Negro League lottery tickets. The first 20 Player's Club members who attended the event received a free jersey.

Capitol Hill Sporting Goods is located at 727 8th Street, S.E.



Rodney Smith and the DC Lottery staff commemorated Buck O'Neil on Nov. 13.



The Marine Silent Drill Platoon performs at Barracks Row Fest.

Barracks Row Fest a Success!

On September 16th from 11:00-5:00 p.m. the fourth annual *Barracks Row Fest: Art for Everyone* took place on historic, award-winning 8th Street, SE! Despite the grey skies and rain, the street festival was a success with its biggest turn out ever: 6000

people attended. This year we hosted 62 vendors of all kinds running down the middle of 8th Street. Barracks Row was transformed for a day with a stage, tents, and thousands of people exploring both temporary merchants and permanent shops.

We want to thank all the volunteers that made this event a success. We have eight core volunteers that attend Promotion Committee meetings every month and go around the neighborhood collecting street closure signatures. On event day, more than 40 volunteers chalked the street, set up tables, plugged the stage in, painted faces, pulled kids from the depths of the ball crawl, and cleaned up at the end, when everyone was exhausted. Without such an immense community effort, we would not have the ability to do this – so *thank you!*

And, without our sponsors, we would not be able to secure a permit, pay police, and advertise the event, among other things – so a big *thank you!* Our sponsors include: BB&T, Coldwell Bankers, Law Offices of David Sheldon, National Capital Bank, Results, Smooth Jazz 105.9, and Jackie Von Schlegel. Our supporters include: Capitol Hill Bikes, Capitol Hill BID, Capitol Hill Sporting Goods, Chateau Animaux, *Hill Rag*, Hoopla Traders, Lane Construction, Councilmember Sharon Ambrose, and *Voice of the Hill*.

Small Business Development Classes

e-BIC – The Enhanced Business Information Center offers classes to entrepreneurs and small business owners as well as counseling, usually at no charge. Visit the e-BIC at 901 G Street, NW inside the MLK Library or call (202) 727-2241.

Get Licensed and Legal

Date: December 5, January 9, February 6, and March 6. Cost: Free; Time: 1:00-3:30 p.m.; Place: Enhanced Business Information Center on Library's 1st Level

Description: Department of Consumer and Regulatory Affairs and Office of Tax and Revenue will hold office hours at the e-BIC.

LSDBE Application Office Hours

Date: December 7, January 11, February 1, and March 1. Cost: Free; Time: 1:30-3:30 p.m.; Place: Enhanced Business Information Center on Library's 1st Level

Description: DC's Office of Local Business and Development will answer questions about the LSDBE application so you can sell to the DC Government.

Financial Statements and Ratio Analysis

Date: December 14 – Part II, January 18 – Part I, February 21 – Part II. Cost: Free; Time 6:30-9:00 p.m. Place: e-BIC Video Conference Center on Library's A Level

Description: Learn how to cut costs and create wealth using your business financial statements and ratio statements.

How to Find and Finance Commercial Property

Date: January 23, February 27, and March 27. Cost: Free; Time: 6:00-8:00 p.m.; Place: e-BIC Training Center on Library's A Level

Description: SBA and Business Finance Group tell you how to buy your business space.

Introduction to the 7(a) Loan Program

Date: January 29, February 26, and March 26. Cost: Free; Time: 6:00-7:30 p.m.; Place: e-BIC Training Center on Library's A Level

Description: The SBA will introduce you to the 7(a) Loan Program.

Upgrade Your Storefront

By Beth Newman

Have you been thinking about upgrading your storefront? Did you know that Barracks Row Main Street can help you pay for it? If you've been thinking about improving your facade, removing security bars, or updating your sign, BRMS can pay for half the project costs, thanks to a matching grant from Mayor Anthony Williams and reStore DC. The staff and Design Committee of BRMS can help you navigate and understand the process, which includes a review of the facade improvement plans by the Design Committee and the DC Historic Preservation Office.

Accepted grantees will be reimbursed for half the cost of the improvements, not to exceed \$5000 per building. For example, if a business wanted to install a new sign that cost \$2000, BRMS would reimburse the business for \$1000. Signs and awnings typically cost \$2000 - \$4000, and storefront improvements can cost between \$2000 and \$20,000, depending on the work being done.

Several businesses along 8th Street have taken advantage of this program, including Groovydc, a card and gift shop which opened for business in September 2006. Manuel Cortes and Dennis DeWees, co-owners of the shop, came to the Design Committee with their ideas for the store during their planning phase. The Design Committee provided input on the design and, together with the owners, selected a trim color that highlights the amber-colored windows on the second floor.

The owners' ideas came to fruition, and they were reimbursed for a portion of the project costs. Not only does the building look great, but according to Manuel, the storefront improvements have really helped in their branding and marketing efforts: "People who have never seen the store before recognize it right away by our logo used for a sign."

For a grant application, or to find out if your project qualifies, visit the BRMS website at www.barracksrow.org and click on the Design page, or call (202) 544-3188.

Success on the 2nd Floor

By Stuart Zehner

Second-floor businesses like New Life Wellness Center are evidence of success on Barracks Row. Operated by Martina Washington, the New Life Wellness Center offers a wide variety of personalized, natural health services. Poised to celebrate its fifth-year anniversary on January 21st, the New Life Wellness Center has been helping people gain control of their wellness through natural and holistic means since 2002. Some of the more popular services include colonic hydrotherapy, massage therapy, reflexology, herbal body wraps, and chiropractic services.

Martina Washington prefers a second-story location for her business. Besides paying lower rent than on the first floor, New Life Wellness Center upstairs offers her clients more privacy (which allows them to relax more easily) and enables her staff to take complete control over the atmosphere of the center by preventing distractions from the street. In describing her location, she says, "When you come up the stairs, you enter into my peace."

Washington originally operated the New Life Wellness Center at Dupont Circle for ten years before moving to Barracks Row. As a resident of Capitol Hill, Washington noticed a distinct lack of chiropractic offices specializing in holistic health and decided to move to 8th Street "to bring some healthy healing to the Hill."

Washington credits her success to fulfilling

a basic need of the community at affordable prices. Washington and her staff are also devoted to their clients, often assisting them well past business hours or in their homes if their services are needed there.

The New Life Wellness Center also prides itself in giving back to the community, offering their services for free at health fairs to promote natural and holistic health modalities. As Martina Washington says, "As much as we take in, we give out."

Visit the oasis at New Life Wellness Center: 426 8th Street, SE, on the 2nd floor, or call at (202) 544-9595 for an appointment.



Martina Washington (right) and her staff make clients feel welcome on the second floor.



Pawticulars Now Offers Pet Services

Pawticulars has expanded its retail sales of dog and cat supplies to offer pet care services, including dog walking and pet visits, vacation pet sitting, overnight pet sitting, and car service to shuttle your pet to and from grooming, vet, or play group.

"Due to the many requests to add services received from our customers, we decided to expand in ways that we believe will benefit our customers and their wonderful pets," says owner Jennifer Zatkowski. "It is our goal to offer total well-being to DC's dogs and cats!"

In addition, Pawticulars is offering its signature pedicure service once a month. Your dog or cat can receive a nail clipping, nail painting, soft claw application, or application of paw protectant right in Pawticulars! A vet assistant performs all of the pedicure services while you wait.

Pawticulars has also introduced dog training. Their certified pet trainer conducts private, in-home instruction and is offering classes this winter at Congressional Cemetery. Classes include puppy kindergarten, basic and intermediate obedience, agility, tricks, and preparing your dog for a new baby.

Check out Pawticulars now at 407 8th Street, SE or call (202) 546-7387.

Calendar of Events

December 2006

December 5 – Design Committee meeting; 6:30 p.m. in the BRMS office
December 9 – *Second Saturday*; 6:00-10:00 p.m. on Capitol Hill
December 12 – Promotion Committee meeting; 7:00 p.m. in the BRMS office
December 13 – Board of Directors meeting; 8:30 a.m. at NCB
December 19 – Organization Committee meeting; 8:30 a.m. at NCB

January 2007

January 3 – Economic Revitalization Committee meeting; 8:30 a.m. at NCB
January 9 – Design Committee meeting; 6:30 p.m. in the BRMS office
January 10 – Board of Directors meeting; 8:30 a.m. at NCB
January 13 – *Second Saturday*; 6:00-10:00 p.m. on Capitol Hill
January 16 – Promotion Committee meeting; 7:00 p.m. in the BRMS office
January 23 – Organization Committee meeting; 8:30 a.m. at NCB

February 2007

February 6 – Design Committee meeting; 6:30 p.m. in the BRMS office
February 10 – *Second Saturday*; 6:00-10:00 p.m. on Capitol Hill
February 13 – Promotion Committee meeting; 7:00 p.m. in the BRMS office
February 14 – Board of Directors meeting; 8:30 a.m. at NCB
February 20 – Organization Committee meeting; 8:30 a.m. at NCB

Volunteer for Barracks Row Main Street and help us complete our work plans!

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